Case Study: QlikTech

The Challenge

QlikTech, a leader in Business Discovery—user-driven Business Intelligence (BI), has experienced incredible growth in recent years. Today, it has 22,000 customers in 100 countries and 1,200 global partners. At the heart of QlikTech's success is its "volume and velocity" Sales and Marketing model designed to meet the company's aggressive growth goals. The model focuses on "Customer Centric Selling" to ensure all outreach reflects a complete understanding of customer needs. It also emphasizes QlikTech's drive toward building the most efficient marketing machine in enterprise software designed to accurately capture prospects and rapidly drive them through the nurture process.

QlikTech laid the foundation for its "volume and velocity" model with Salesforce.com, which serves as the common customer data system between its Sales and Marketing organizations. Next, it layered the Marketo marketing automation system on top. It uses Marketo to ensure an ongoing, automated conversation with prospects over time. With Marketo, QlikTech developed a series of timed prospect "touches" that assigned a score to each lead throughout the cycle. Once a lead reached a certain "contact ready" score, a salesperson would be assigned to personally follow up on it.

The company also uses its own QlikView Business Discovery platform to create dashboards that deliver sophisticated lead pipeline analysis. It enables QlikTech to understand where it needed to scale its marketing automation campaigns and which campaigns and targets were delivering the greatest yields. QlikView also revealed exponential growth in leads, meaning the company required a partner to maximize the value of each lead coming through its ever-widening pipeline. The solution had to be cost-effective to keep Sales and Marketing expenses within forecasts.

"I've been engaged in technology marketing for more than 20 years and until now, I've never been able to implement such a sophisticated, automated contact strategy. Using QlikView, we granularly understood where to dial up and down our campaign efforts, resulting in a dramatic, positive impact on our pipeline. The Pedowitz Group played a significant role in ramping up our marketing automation efforts and ensuring the smooth execution of many global campaigns."

– Gretchen Mathews, Senior Director, Global Campaigns, QlikTech

The Solution

The Pedowitz Group assisted QlikTech by building campaigns and orchestrating their execution across 13 global regions. With many complex lead flows, The Pedowitz Group's marketing automation management expertise helped ensure a predictable, reliable funnel and the accurate targeting of leads with appropriate offers as they approached maturation. The Pedowitz Group also helped manage and monitor QlikTech's Marketo deployment to ensure its campaigns took advantage of the Pedowitz Group's vast knowledge of marketing automation best practices.

Key Benefits

- Management and orchestration of complex marketing campaigns across 13 global regions
- Creating a predictable, reliable funnel of campaigns
- Segmentation of leads so messaging is targeted by region, interest and demographics
- Accurate targeting of leads with appropriate offers as they hit maturation

The Results

QlikTech worked with the Pedowitz Group to strategize and implement campaigns for all its regions. Within the first week of partnering, two QlikTech regions were launching campaigns to more than 20,000 people and within a few months, all regions were trained. Access was rolled out in stages, and campaigns confirmed with a central hub prior to launch.

Within six months, all regions were trained and able to create assets and campaigns on their own, including deploying QlikTech's biggest campaign to date: a World Cup campaign to more than 400,000 leads. The campaign involved 13 countries, 13 languages, three landing pages, and over 150 assets. The Pedowitz Group helped with content creation, content checking, trigger logic, and launching the campaign. This culminated with QlikTech and the Pedowitz Group working hand-in-hand continuously for 48 hours to launch each campaign for the 13 countries.

The Pedowitz Group provided strategic planning and tactical assistance, gathering all the information and content, coordinating with each region for the translated versions, creating the campaigns in the marketing automation tool, and walking each regional team through the entire process, including live editing in all 13 languages. The result was a highly-trained QlikTech team and a highly-successful global campaign that drove 13,000 QlikView product trials, significantly exceeding expectations, all within a very tight timeframe.

In the second half of 2010, QlikTech launched approximately 41 nurture campaigns. In the first half of 2011, it launched approximately 77 campaigns, an increase that required marketing automation for success. These campaigns were all unique, targeting different segments and triggered by lead activities.

The Pedowitz Group continues to work with QlikTech on building and implementing emails and landing pages, creating workflows, developing advanced integration with Salesforce.com, launching campaigns, and measuring results for Corporate Marketing.

About QlikTech

QlikTech (NASDAQ: QLIK) is a leader in Business Discovery—user-driven Business Intelligence (BI). QlikTech's powerful, accessible Business Discovery solution bridges the gap between traditional business intelligence solutions and standalone office productivity applications. Its QlikView Business Discovery platform enables intuitive user-driven analysis that can be implemented in days or weeks rather than months, years, or not at all. The in-memory associative search technology it pioneered allows users to explore information freely rather than being confined to a predefined path of questions. QlikView Business Discovery works with existing BI applications and adds new capabilities: insight for everyone, zero-wait analysis, mobility, an app–like model, remixability and reassembly, and a social and collaborative experience. Headquartered in Radnor, Pennsylvania, QlikTech has offices around the world serving more approximately 22,000 customers in over 100 countries.

About The Pedowitz Group – Connecting Marketing to Revenue™

The Pedowitz Group (TPG) is the world's largest full-service revenue marketing agency and recently earned the #12 spot on the Atlanta Business Chronicle's Top 50 List of Fastest Growing Private Companies. Through a focus on marketing and sales automation solutions, TPG helps global clients execute demand generation strategies that generate repeatable, predictable and sustainable top-line revenue results. Services include strategy, system selection, implementation, creative and outsourced demand generation for such industry leaders as Comcast, Deutsche Bank and Palace Sports and Entertainment. For more information on how TPG helps clients become successful Revenue Marketers®, visit **www.pedowitzgroup.com** or **revenuemarketer.com**.

> *"Having The Pedowitz Group there to help build assets and run campaigns is a strategic asset for QlikTech.*
> *The Pedowitz Group frees us to spend more time focusing on future campaigns and strategy, with the confidence that our current campaigns are being expertly managed and executed."*
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> *– Gretchen Mathews, Senior Director, Global Campaigns, QlikTech*